

DRAFT APPLICATION FORM FOR GRANT 2019/20

Please read the policy on pages 1 and 2 **before** filling in the form.

1. Name/Address of organisation

Activate Performing Arts,	
Tel.	
Ema	
Posit	ke-MYLES, Executive Producer

About your organisation

Does your organisation:

	Yes
Have its own bank account, which requires two unrelated people to authorise cheques and make withdrawals?	X
Have at least three members on its management committee	X
Have a constitution, terms of reference or set of rules (<i>please contact for help with this if needed</i>)	X

2. Are you a registered charity? Yes

If so please give your charity number: 1069622

3. Is your organisation part of, or affiliated to, a larger organisation? No

If so, which

4. Aims and objectives of your organisation; What does your organisation do and how does it benefit the residents of Weymouth?

Activate works with artists to create extraordinary experiences in Dorset and across the UK – touching the lives of many. We produce programmes that change lives, create unforgettable memories and celebrate our unique part of the world.

Based in Dorset for 29 years as a charitable company and an Arts Council NPO organisation, we are an ambitious, hard-working and committed organisation, delivering social justice through the arts and maintaining the rich talent and venue development that supports the county.

We are a trusted local organisation and have delivered large scale projects to put Dorset on the map, such as 'Pages of the Sea' with 14-18 Now which took place on Weymouth and in Lyme Regis in 2018, and most recently as the lead partner of the Dorset festivals Consortium producing 'Dorset Moon' to mark the 50th anniversary of the Moon landing. The closing weekend Dorset Moon event took place at Nothe Fort and was produced in collaboration with b-side Festival.

Since 2005 our Inside Out Dorset festival programme and signature events have presented high quality, large-scale, outdoor arts events to more than 200,000 people and engaged them through the learning and community outreach programme. Inside Out Dorset brings together incredible artistic work and combines it with beautiful, inspiring Dorset locations.

Past festival events in Weymouth include Teatr Podrozy at Nothe Fort in 2007, Vel e Vents at Bowleaze Cove in celebration of the launch of the Cultural Olympiad in 2008, various events as part of the Cultural Olympiad programme Battle for the Winds in 2012, Ray Lee's 'Chorus' outside Weymouth Pavilion in 2016, Mark Anderson's 'Furious Folly' at Mount Pleasant Park & Ride (also part of 14-18 Now) and signature event Cirque Du Platzak at North Quay, as part of the Pommery Dorset Seafood Festival in 2017.

We have also worked with Weymouth College putting on Youth Performance Platforms, sitting on their industry panel, and worked with the students to perform in our Street in the Park event in Dorchester in 2019. In 2010 we worked with Weymouth Parkour group to perform with No Fit State Circus in Dorchester's Maumbury Rings as part of our festival. We have a free programme of workshops open to young people planned at Weymouth Library including Dorset Youth Dance and The Remix on 14 March 2020. The Remix and Premix, which are our groups for children and young people aged 7-19, many of whom have disabilities, sensory impairments, are on the autistic spectrum or have learning difficulties - provides regular free workshops and performance opportunities in dance and theatre has 8 members from Weymouth.

We are committed to challenging perceptions that the arts are elitist and not for everyone. We seek to remove barriers to participation, particularly for under-represented groups and individuals and champion arts for its inherent value as well as the effect it has on our general well-being and health. We offer support for Dorset based artists through CPD and bespoke support on developing their work. In 2019 we put on a free Arts Council funding advice session at Weymouth Town Council for local artists.

5. Where does your organisation meet? Our work takes place across the county of Dorset – Weymouth past and future activity is outlined above.
6. How often do you meet? We run events and workshops which take place at least on a fortnightly basis: year round, we normally have approx. 10 projects running at any one time.
7. How many members does your organisation have? Our Board consists of 8 Trustees. Our staff consists of 3 F/T staff and 5 P/T with 17 freelance project staff currently - this includes carers for The Remix.
8. How many people will benefit from this funding? At least 5,000
9. How many are Weymouth Town Council area residents? We estimate at least 70%
10. If your application is for over £2,000 please give full details of the exceptional circumstances related to your request.

This application is requesting support towards the finale event(s) taking place in Weymouth Town Centre, as part of Inside Out Dorset 2020 Festival, free to the public. The festival, which will run from 12-27 September taking place across Dorset and BCP will draw to a close with a large scale finale performance taking place on 2 nights, in Weymouth Town Centre by two of Europe's most in-demand outdoor arts companies. The performance is an uplifting processional piece which will journey through Weymouth town centre with one performance on each of the evenings of 25th and 26th September. It combines visual spectacle, live music and audience interaction, bringing communities together for an evening of captivating, free outdoor theatre – following a parent and child 'human' light-up puppets and illuminated drummers along two routes (a different one each evening) taking in unique heritage attributes of Weymouth and highlighting key elements by interacting with the urban architecture.

We believe the circumstances are **exceptional** for the following reasons highlighted in **bold**:

The programme will have significant and wide-ranging community reach: The main event(s) will attract an estimated 5,000+ audience over the two nights, and up to 200 through the outreach programme (subject to funding). From past evaluations we know our events attract a diverse audience from across the community as explained in more detail below under (15). We also know that events such as this can improve residents' perceptions of where they live. By participating as active spectators following the procession, residents will see their town in a new light and the event(s) will help build community pride and aspirations. In the lead up to the event(s), we plan to deliver a community outreach programme (separately funded) which will target participants from diverse communities in Weymouth including people living in areas of social deprivation, older people, veterans, family hubs such as the library – explained in more detailed under (15). This will directly engage participants in the themes of the project early on, give them a sense of ownership and encourage their attendance to the finale event(s): making it fully inclusive. Arts and culture can provide the tools to help alleviate social, economic and environmental challenges and enhance wellbeing. For example, our 2012 festival (part of the 2012 Cultural Olympiad) generated £750,000 social return on investment.

The event will generate significant economic impact: We know that our events attract both local residents and visitors to the county: for example, over a quarter of the 41,000 visitors attracted to our Dorset Moon events last year travelled from outside the county in June-July 2018. Our economic impact assessment of Inside Out Dorset 2018 showed that a high proportion of our audiences undertook additional activity around their visit to festival: 58% visited a restaurant, café, pub or bar as part of their visit; and 50% of those attending who stayed overnight in the county were in paid-for accommodation. We predict at least 70% of audience members will be Weymouth residents. The event(s) will take place on the streets of Weymouth town centre at dusk on a Friday and Saturday evening. As well as providing local retailers an opportunity to extend their opening hours and benefit from the extra footfall, it will also encourage people to visit the town later than they might usually, helping boost the night-time economy and supporting Weymouth's Purple Flag status.

The event will celebrate Weymouth's heritage: The event(s) – which will interact with the urban architecture and follow a route through key sites of historic significance including Weymouth Quay, The Esplanade, Radipole Lake, St Mary's Church and the Jubilee Clock Tower - will celebrate these attributes, raising people's awareness of the natural and historic heritage where they live. It will help make Weymouth a destination for unique cultural events, as well as raise Weymouth's profile when compared with other coastal towns with comparable populations such as Scarborough (Yorkshire Coast), Morecombe, Bognor Regis and Great Yarmouth, who utilise culture as a key driver in the socioeconomics of their towns.

In summary, we are making a special request for Weymouth Town Council to contribute up to £10,744 in order to confirm the event. We recognise that £10,744 is significantly above the normal level, which is why we have asked for a contribution up to this amount. The total cost event is £66,460, of which we have secured £46,626 (70%) to date from Arts Council England, Weymouth BID, Dorset Council LDF and Social Impact Fund.

In addition, we currently have a proposal being considered by Dorset Council additional grant of £10,000 towards the event. At this point, £3,000 is confirmed and we have budgeted on a conservative estimate of £5,000 in total from them. If however, the full amount of £10,000 was secured from Dorset Council then Weymouth Town Council's financial contribution could be reduced to £5,744.

11. How much funding are you applying for? £ up to £10,744

12. What is the total cost of your project? £ 66,460

NOTE: WTC will only approve allocations over £2,000 in exceptional circumstances that are clearly detailed in question 10.

13. How will you spend the money you are applying for? Please be aware that WTC do not normally give grants for running costs. If your application contains an element of running costs, please detail your plans to source alternative funding for this in future years.

Please see SEPARATE DETAILED BUDGET attached as Appendix for full breakdown of costs.

Item	Amount
Artistic costs	£26,100
Production costs	£8,050
Outreach programme	£6,102
Overheads - project specific staff and project management (note these are <u>not</u> core running costs)	£10,920
Audience development and evaluation	£9,246
Contingency 10%	£6,042
TOTAL	£66,460

Please note – this budget is £10,000 higher than the one presented to Weymouth BID to secure their investment, due to increasing our outreach plans, and proportionate increases in overheads and audience development/evaluation costs due to the total number of overall festival sites decreasing.

14. How else are you funding your project? (Include grants from other organisations, fund raising and existing reserves)

Source	£	Confirmed?
Weymouth BID	20,000	Yes
Arts Council England NPO funds	20,166	Yes
Dorset Council LDF	2,500	Yes
Dorset Council Social Impact Fund (towards Outreach prog)	960	Yes
Awards for All	6,590	Pending
Battens Solicitors (towards Outreach prog)	500	Pending
Dorset Council grant	5,000	£3,000 is confirmed - £10,000 requested so conservative estimate of £5,000 given here
Total	55,716	70% of total cost confirmed
<i>Request from Weymouth Town Council – up to</i>	<i>10,744</i>	

15. How will the funding benefit the community or residents of Weymouth?

Community Outreach Programme:

In advance of the event, we are separately fundraising for a programme of community engagement.

Workshops: Working with the talented facilitator Holly Miller who will lead the sessions, we plan to work with a range of communities to create 'puppet characters' that represent the community – inspired by the themes of the large scale performance. These puppets will be displayed around Weymouth, along the route of the procession in shop windows. Workshops will engage people from across Weymouth, bringing them together through engaging activities, free to participate in. Target locations being explored are: Waverley Centre Community Hub, Littlemoor Community Centre, 'Let's Make It' Community Project, The Palm House, Veteran's Hub, Queen Charlotte Care Home and Weymouth Library.

Puppet company visits: We also plan to take the puppet company and starring child 'human' light-up puppet which appears in the show out to community groups for a day of outreach visits. Previously members of the puppet company have visited schools, a children's hospice and other charitable organisations, creating special memories for them.

Pop up space: We recognise the impact empty shops can have on people's perception of a town and aim to work with Weymouth BID and the Weymouth Town Centre Manager to identify vacant premises in the town centre that could be used as a pop-up Inside Out Dorset community engagement space. Open in the weeks leading up to the launch of the festival, the space would offer an opportunity to engage with the communities of Weymouth. It would also function as a promotional site for the festival.

We believe this programme will benefit people living, working in or visiting Dorset in the following ways:

- This high profile event presented for free in Weymouth Town Centre will attract a diverse audience from different socio-economic backgrounds and inspire them to see their local environment differently. Outdoor arts is proven to appeal to diverse audiences and the show will attract audiences across a broad range of age ranges including families. Our festival marketing will target the following groups identified using Audience Agency profile tool Audience Spectrum including: Facebook Families, Up Our Street and Kaleidoscope Creativity - all of whom have low arts engagement and face financial barriers due to low income. Reporting by the Audience Agency showed 70% of people surveyed at outdoor arts events strongly agreed that an event is good for the image of a place. Activate have a long history of working in Weymouth and our most recent event in the town, Pages of the Sea shows the reach we have. 14,000 people attended the two events we produced at Weymouth (& Lyme Regis) on 11th November 2018, part of the 1418 NOW commemorations of World War One. Research showed that 48% of UK adult population were aware of Danny Boyle's beach project and that impact was reflected in Dorset. By programming a community-engaged and family-friendly performance, Activate will also help improve Weymouth's reputation, making the town a more attractive destination for all demographics. It will build pride within the community and help to reduce anti-social behaviour.
- Our festival and outreach programme will bring the Weymouth communities together, contributing to community cohesion. We will target people from low socio-economic backgrounds and deprived communities to engage them in the programme, as described above. Through the workshops the communities will learn new skills and build a sense of pride in being part of a larger community event. The activities will be free to attend and open to all. Communities can run intergenerational groups or groups for families to come together to be creative. By creating inspiring events we will enrich peoples' lives: participation in culture is consistently associated with good health and high life satisfaction.
- The event – which will interact with the urban architecture and follow a route through key sites of historic significance including Weymouth Quay, The Esplanade, Radipole Lake, St Mary's Church and the Jubilee Clock Tower will celebrate the landscape and heritage of Weymouth and will raise people's awareness of the heritage where they live. Through seeing it differently in this unique procession, we hope that people will be inspired to learn more about their town and look after it.

(Continued overleaf...)

- Volunteering opportunities for between 10-20 Weymouth residents, will offer meaningful experiences which enrich their lives as well as give them new skills. A past volunteer on our events told us: *"In this experience I saw things differently, I learned, I connected, I grew as a person and developed a feeling of belonging to my community."* In the run up to the festival we will recruit and train volunteers who will gain skills and experience in communication, stewarding, evaluation and event production.
- Economic impact for the town. As explained above under (10) the event will bring visitors to the town and generate increased footfall and audience spend, benefitting local business owners. Our partnership work with the Weymouth BID through the puppet displays in shop windows and the pop-up space will support this. We have previously trialled this model through Dorset Moon as part of the marketing campaign: 45 business actively engaged in the Dorset Moon campaign, with 19 individual shop window displays and 17 competitions and associated events. Local freelance service providers and business will benefit through paid work on the festival. We will also be hosting a reception for investors, partners and other supporters and press launch prior to the public opening. This is an excellent opportunity to further promote Weymouth Town Council's profile.

16. Please tell us how this funding will lead to greater self-sufficiency and lessen the need for future applications.

Weymouth Town Council funding will act as leverage enabling us to bring other funds into the area. In terms of our resilience – we are not relying on one investor: Weymouth Council's investment if successful will represent 16% of the total, and could look to be reduced to 9% depending on the outcome of our application for an additional Dorset Council grant. The scale of this event requires investment from a broad range of partners including Weymouth BID, Dorset Council LDF, Dorset Council Social Impact Fund (all confirmed) with bids for the Dorset Council grant, Awards for All and Batters Solicitors pending.

17. How is your organisation normally funded? (Not applicable to new organisations)

Our turnover ranges between c. £500,000 in a non-festival year to c. £800,000 in a festival year. In 2018-19 (a festival year) our turnover was £806,000 consisting of: Arts Council England: 46%, Earned Income: 36%, Other Public Grants: 9%, Local Authority Funding: 7%, Trusts and Foundations: 1.5%. Donations: 0.5%

In the current 19-20 financial year we are forecasting a turnover of £527,000 consisting of Arts Council England: 58%, Earned Income 22%, Other Public Grants 8%, Local Authority Funding 4%, Trusts and Foundations 7%.

Our reserves are just over 6 months running costs for the organisation.

18. What are your current/planned subs/fees/charges?

There are no charges planned for the event or outreach programme: for accessibility reasons this will be free to the public.

19. Have you applied for any other funds/grants towards the cost of this project? Please include details below

As detailed above, we have secured: £20,000 from Weymouth BID, £21,166 from Arts Council, £2500 from Dorset Council LDF, £960 from Dorset Council Social Impact Award, and currently £3,000 from Dorset Council grant (£10,000 requested). We are also planning to apply to Awards for All for £6,590 and Battens Solicitors for £500.

20. What fund raising activities took place in the last 12 months and what fund-raising activities are planned for the next 12 months, if any?

All staff work on Fundraising and are use an organisation-wide Fundraising Strategy across all projects. The Board of Trustees includes a dedicated Income Generation and Fundraising sub-group which meets quarterly to interrogate fundraising plans.

In 19-20 our total budget to raise (latest target) was £527,498. Confirmed to date is: £517,498 leaving £10,000 Trusts & Foundations for Inside Out Dorset TBC. A breakdown of anticipated funding is given above. The organisation is currently running 14 projects in this financial year which each have their own fundraising strategy.

For the 20-21 year we are budgeting target core income of £303,605 – of which £288,105 is confirmed leaving £15,500 to raise from Trusts & Foundations. We are budgeting target project income of £287,300 – of which £134,600 is confirmed leaving £152,700 to raise across our full range of projects. The breakdown of the 20-21 budget targets across core and projects are as follows: Earned income - 40%, Private income – T&Fs and donations – 30%, Other public grants – 8%, Local authority grants – 21%.

21. Anticipated income/expenditure for next 12 months

Our anticipated income for the 20-21 financial year is £590,905. Anticipated expenditure is £705,287 – the difference in expenditure to income in the year will be offset by brought forward restricted and designated funds from the 19-20 financial year.

22. Details of any grants received from local authorities in the past three years with dates.

Please see attached PDF – '[Activate LA Grants 17-20](#)'

23. Other grants from any other sources in the last three years with dates, if you have had any.

Please see attached PDF – 'Activate All Grant Income 17-20'

24. Has the project that you want the funding for already happened? No

25. Will you be passing the funding on to any other groups (except to pay for goods and services)? No

26. If the funding is for security measures do you have the support of the local police and/or crime reduction officer? No

Yes (name of contact) Not applicable

Please give us details of the bank account that the grant should be paid into if approved.

Name of Account **Activate Performing Arts**

Account r

Sort Code

Please ensure you have read the policy on pages 1 and 2 before signing the form.

Checklist (please tick the appropriate boxes)
Have you submitted the following?

- A copy of your most recent accounts
- Your most recent bank account statement & details of any other investments/savings;
- A copy of your constitution / terms of reference / set of rules;
- Details of your organisation's officers;
- A copy of your safeguarding policy if your group works with vulnerable adults, or children;
- A copy of your adopted equal opportunities policy or statement
- Any other documentation you feel may help in assessing your application.

Privacy Notice

In accordance with the General Data Protection Regulation (GDPR), I agree that Weymouth Town Council will process and hold personal information about me only in relation to my grant application. I consent to my personal information, including that contained in this form, being stored manually and/or electronically. It will be held securely and treated confidentially for 6 years after an application is made. I understand that it will only be accessed by authorised staff members to manage the grant application process.

I also understand that WTC may pass details onto an official organisation where required to do so by law or contract. I understand that my data will be disposed of securely 6 years after the application and that I have the right to correct the information at any time. I have been made aware of my rights under GDPR.

Declaration:

I/we declare that the information confirmed in this application is correct and that any grant received will be applied as detailed in the request.

I/we declare that we have read the policy on pages 1 and 2 and that our application complies with the policy.

I/we declare that we have included all of the requested information.

I/we fully understand that if we do not include the requested information and/or if our application does not comply with the policy, the application may be rejected.

Signed **JEN WALKE-MYLES**

Name Jen Walke-Myles, Executive Producer

Date 10/03/20

For Office Use Only

Grant applications must be checked against the following criteria. Any questions where the answer is no must be reported to the Finance and Policy Committee meeting where the application is being considered and must form part of the formal agenda items list for that meeting.

Yes	No (investigate)	
✓		The grant will result in a benefit for the area covered by the Town Council and will contribute positively to the area of Weymouth?
✓		Does the grant exclude ongoing running costs?
n/a		If the application is for running costs has the applicant included plans for where future running costs will be found from?
✓		Is the grant for a group and not for individuals or organisations whose function is primarily undertaken by the health authority or Dorset Council's Social Services?
✓		Is the grant for non-political or non-quasi-political organisations or projects?
	✓	Is the grant application for £2,000 or less?
✓		For applications in excess of £2,000, has the applicant fully detailed the exceptional circumstances?
		Does the application include the required financial and organisational information?
✓		Is this the only application in this financial year from this group or organisation?
✓		Is the applicant based in the Town Council area? If not has the applicant detailed what proportion of beneficiaries of the grant reside in the area?
✓	✓	Is the application for future funding? (ie not retrospective)
✓		Is the grant for the sole use of the applying group and not to pass on money?
n/a		Has the applicant demonstrated how one-off grant funding will lead to greater self sufficiency and lessen the need for future applications?
n/a		For applications for funds for security measures, does the applicant have the support of the local police or crime reduction officer.

Assessing officer Helen Legg

Date of assessment 11/03/20

Decision (delete as applicable) ~~reject / return for further information~~ / proceed to committee

Approved as agenda item for the Finance and Governance meeting on 18/03/20

Outcome at that meeting